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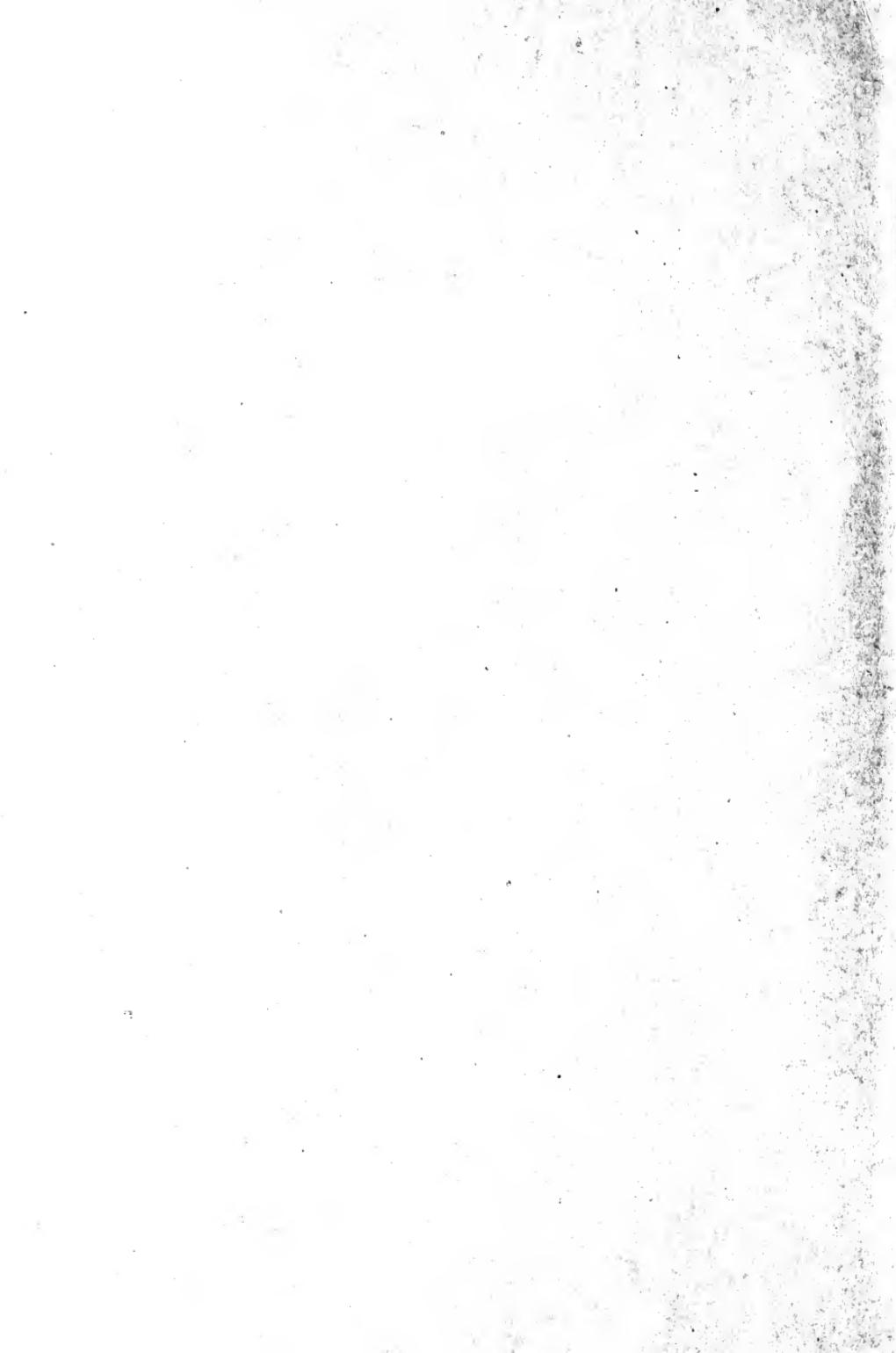
Brighten the Corner
Where You Are—
with Flowers



FORD GARDENS

SIDNEY E. FORD, MGR.

415 CENTRAL ST., EAST BRIDGEWATER, MASS.



FOREWORD

In presenting you our 1924 booklet we take the opportunity to thank our friends and customers for their many orders and continued patronage which has enabled us to increase the number of varieties each year.

Our gardens are located in the best flower growing section of East Bridgewater, and are open to the inspection of visitors at all times. All plants and bulbs grown by us are guaranteed true to name, with the explicit understanding that should any prove otherwise we will refund your money, or replace it with stock. We have an added attraction this year, in a pine grove in the rear and overlooking our gardens, where picnic parties may stop.

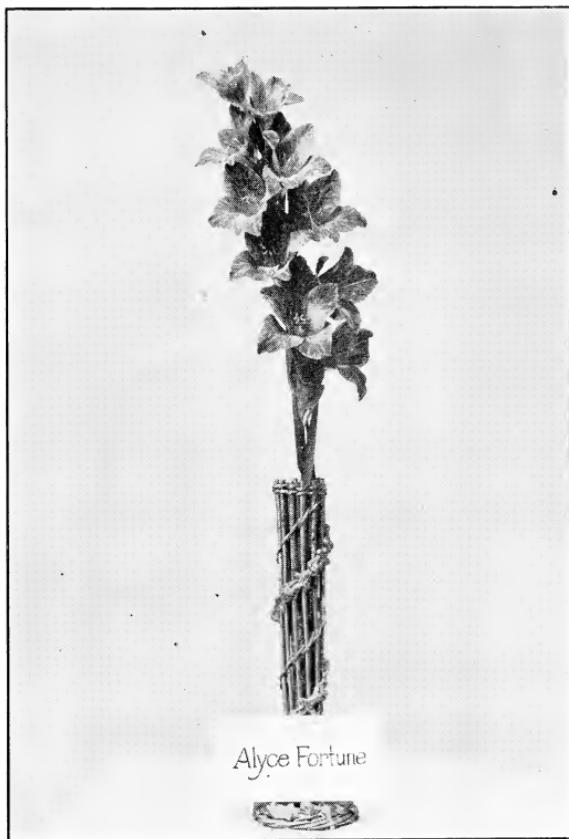
DO YOU WANT TO NAME A NEW DAHLIA OR GLADIOLUS?

We have several new varieties of our own creation which we would be pleased to name in your honor.

We deliver free, by parcel post or express, all plants and bulbs listed. All shipments will be carefully packed and delivered to forwarders in good condition.

SIDNEY E. FORD,
Manager.

Ford Gardens,
415 Central Street,
East Bridgewater, Mass.
Telephone 119-4.



Alyce Fortune



ALYCE FORTUNE

Our new creation has caused a sensation in the Gladiolus world. A forerunner of an entire new race of Gladioli. Every flower on the spike blooming out at one time, thus eliminating the bud ends. The color is a bright flame shade with a pure sulphur yellow throat. Named in honor of Miss Alyce Fortune of the Belmont Flower shop, Brockton, Mass. No stock will be offered for sale this season.



THE HOME OF FORD GARDENS

GLADIOLI

No garden is complete without these beautiful summer flowers. We grow only the best varieties that have been thoroughly tested and recommended by florists and leading growers throughout the country.

STANDARD GLADIOLI

We list below 25 of the most widely grown and best flowering varieties:

We will ship this collection, 25 varieties, \$2.42 value, for \$2

AMERICA

Too much cannot be said of this beautiful dainty pink, tinted lavender. *Each, 5c; dozen, 50c; hundred, \$3.50.*

AZURE

Lavender with a very dark red throat. Very odd and attractive. Something delightfully different. *Each, 7c; dozen, 75c.*

BARON HULOT

Large flowers, well arranged on long spikes. Color is a deep indigo blue, slightly marked white at the base of the throat. *Each* 15c, *Doz.* \$1.50.

CRYSTAL WHITE

Extra early—pure white with red purple throat. About a week later than Halley. *Each* 7c; *Doz.* 75c; *hundred* \$5.00.

CRACKER JACK

Dark red, of a rich velvety texture; blotch of maroon on a yellow ground. *Each* 5c; *dozen*, 50c; *hundred*, \$3.50.

GLORY OF HOLLAND

Strong growing white. *Each* 10c; *dozen*, \$1.00.

GRETCHAN ZANG

A most beautiful soft melting shade of pink, blending into deep salmon on the lower petals. Approaches the brilliant coloring of the Beaute Poitevine Geranium. *Each*, 15c; *dozen*, \$1.50.

HALLEY

A delicate salmon-pink. *Each*, 6c; *dozen*, 60c; *hundred*, \$4.00.

LILY WHITE

One of the latest sensations in Gladioli. An attractive pure white and of extra size. Awarded First Prize, New York Horticultural Society, 1918 and First Class Certificate of Merit, Massachusetts Horticultural Society, 1917. *Each*, 15c; *dozen*, \$1.50.

L'IMMACULEE

Undoubtedly the best commercial white Glad. in existence. *Each*, 15c; *dozen*, \$1.50.

MEADOWVILLE

White with lilac throat, a very pretty white flowering Gladiolus. *Each*, 6c; *dozen*, 60c; *hundred*, \$4.00.

MRS. FRANCES KING

A most delightful "Besnard shade" of flame-pink. *Each*, 5c; *dozen*, 50c; *hundred*, \$3.50.

MRS. FRANK PENDLETON

The petals show beautiful bright rose-pink on a pure white ground, contrasting in a most striking way with the deep rich velvety blood-red blotch on the lower petals. *Each*, 10c; *dozen*, \$1.00.

MRS. WATT

Glowing American Beauty shade of wine-red; self color. *Each*, 10c; *dozen*, \$1.00; *hundred*, \$7.00.

NIAGARA

A light Crocus or Primrose yellow faintly touched with lilac-rose lines; faintly suffused lilac-rose by reflection from outer walls of petals. *Each*, 7c; *dozen*, 75c; *hundred*, \$5.00.

PANAMA

A perfect Hermosa-pink in color with wide open wax-like flowers; one of the best of the clear pinks. *Each*, 7c; *dozen*, 75c; *hundred*, \$5.00.

PEACE

Giant white flowers with lilac feathering in throat of two of the petals. *Each*, 7c; *dozen*, 75c; *hundred*, \$5.00.

PEARL

One of the most sought for by

florists on account of its delicate shade of pink. *Each*, 10c; *dozen*, \$1.00; *hundred*, \$7.00.

PRINCIPINE

Scarlet red with snow white blotch, one of the best for decorations. Very conspicuous. *Each*, 5c; *dozen*, 50c; *hundred*, \$3.50.

PRINCE OF WALES

Golden salmon melting to throat of primrose-yellow, a color tone that either in sunlight or under electricity, is extremely beautiful. *Each*, 15c; *dozen*, \$1.50.

SCHWABEN

A clear citron-yellow with Aster purple tongue on lower petals. Buds sulphur-yellow. *Each* 10c; *dozen*, \$1.00; *hundred*, \$7.00.

SUMMER BEAUTY

Lavender, pink, very choice. Very attractive—fine for decorations and sprays. *Each* 10c; *dozen*, \$1.00.

WAR

Deep blood-red, shaded crimson-black; very tall and conspicuous. *Each*, 15c; *dozen*, \$1.50.

WILBRINCK

A light pink sport from Halley. Very early, long spike. *Each*, 10c; *dozen*, \$1.00; *hundred*, \$8.00.

YELLOW HAMMER

Pure yellow. *Each*, 15c; *dozen*, \$1.50; *hundred*, \$12.00.

GLADIOLUS SEED

Collected from our trial gardens. Containing all our new varieties and seedlings. *Large package* 25c.

MIXED GLADIOLI

50c per dozen; \$3.50 per hundred.

Our mixture contains all of the above and several other choice varieties, also some unnamed varieties. If you only have a limited space we advise growing in mixtures as you will have a continual bloom from mid-summer until frost of this grand flower. In colors, every magnificent and gorgeous combination conceivable.

PRIMULINUS HYBRIDS

These hybrids, gained by crossing the species *Primulinus* with the larger varieties of the *Gandavensis* type, have retained all the daintiness and graceful form of their *Primulinus* parent, even to the 'hood' formed by the drooping

of the upper petal, and have an added beauty of exquisite coloring, from the softest primrose to a beautiful rose. **Each 8c; dozen, 75c; hundred, \$5.00.**

GRAND HOME GARDEN COLLECTION

12	Crackerjack	\$.50
12	Baron Hulot	1.50
12	Glory of Holland	1.00
12	Halley	.60
12	Panama	.75
12	Pearl	1.00
12	Princepine	.50
12	Schwaben	1.00
12	Crystal White	.75
		—
		\$7.60

This grand collection sent prepaid for \$6.00. ONE HALF Collection of six each \$3.25. ONE-FOURTH collection of three each \$1.75.

CHOICE GLADIOLI

This collection contains 22 of the most recent creations of leading Gladiolus growers.

We will ship this collection, 22 varieties, value \$6.80 for \$5

ALBERTA

One of our new creations. One of the finest lavender rose shades in existence. No collection is complete without this variety. Named in honor of Mrs. Alberta Morse, Middleboro, Mass. *Each, 25c; dozen, \$2.50.*

ALBANIA

One of the late creations—a most pleasing white variety. The flowers are large—and slightly ruffled—one of the best new whites. *Each, 30c; dozen, \$3.00.*

DIENER'S AMERICAN BEAUTY

Brilliant American Beauty color with creamy-yellow throat. *Each*, 75c; *dozen*, \$7.50.

DIANA

(New)—Wonderful shade of deep rich mellow blood red. This variety has every good quality that goes toward the making of a high grade Gladiolus. Those who know this variety best, unhesitatingly pronounce it the finest red Gladiolus ever originated. It is rapidly becoming the favorite red variety. *Price*, *each*, 35c; *dozen*, \$3.50.

EVELYN KIRTLAND

The flowers are a beautiful shade of rosy-pink, darker at the edges, fading to shell-pink at the center, with brilliant scarlet blotches on lower petals. Entire flower showing a glistening, sparkling luster. *Each*, 15c; *dozen*, \$1.50.

EUROPA

Snowy white, without any color mark whatever. Large flowers, compactly placed, and many open. One of the finest whites in existence. Especially valuable for florist's work. Stock too scarce to become common very soon. *Each*, 20c; *dozen*, \$2.00.

E. J. SHAYLOR

A beautiful, pure deep rose pink; large blooms. A leader in the rose pink class. *Each*, 25c; *dozen*, \$2.50.

GOLDEN MEASURE

This is in my opinion the best yellow variety ever introduced. The flower is large, of a deep pure yellow, and is produced on stalks that often reach a height

of 4 1-2 feet and over. A grand variety of unusual merit. *Each*, 50c; *dozen*, \$5.00.

IDA VAN

A beautiful deep salmon-red, or flaming orange pink. *Each*, 15c; *dozen*, \$1.50.

LOUISE

Clear pure lavender of a bluish tinge; has no megenta or purple in it, and this makes it the finest lavender yet produced, nearly the same shade as Iris Pallida Dalmatica, which is enough said. *Each*, 25c; *dozen*, \$2.50.

LE MARSHALL FOCH

The largest light pink gladiolus, sometimes reaching seven inches in the eastern states. *Each*, 15c; *dozen*, \$1.50.

MARY PICKFORD

Color a delicate creamy-white, throat soft yellow. *Each*, 25c; *dozen*, \$2.50.

MRS. DR. NORTON

Color, white, the edges suffused with soft La France pink. The three lower petals have a blotch of sulphur-yellow, stained at the base with fine specks of Tyrian-pink. *Each*, 25c; *dozen*, \$2.50.

MISS HELEN FRANKLIN

Recognized as the leading white; florists' variety; an early forcer; blooms from small bulbs outside. *Each*, 25c; *dozen*, \$2.50.

MAINE

One of the most beautiful white Gladioli in existence, flowers well placed on tall straight stem. The buds are of a very light yellow color, turning into pure white when in full bloom. *Each*, 50c; *dozen*, \$5.00.

MISS AGNES LINNEHAN

One of our latest creations. A most wonderful cerise pink shade—very showy. Everyone entering our gardens admires this variety. Named expressly for, and with permission of Miss M. Agnes Linnehan of the West Elm Flower Shop, Brockton, *Each, 25c; dozen, \$2.50.*

NORA

Light violet blue, deeper blue on lower petals. Dainty and charming. *Each, 20c; dozen, \$2.00.*

PEACH

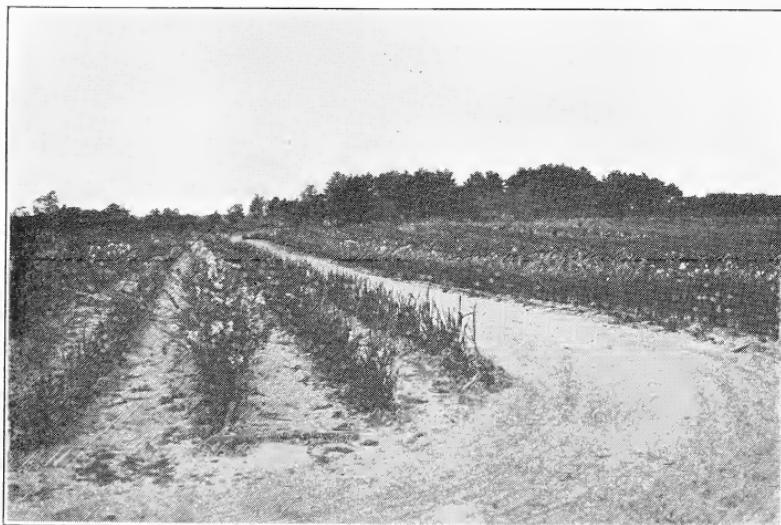
New—A late variety cream-white with a peach colored throat. Very attractive. *Each, 15c; dozen, \$1.50.*

PRIDE OF GOSHEN

Ruffled—Pale flesh, tinted very delicately Rose Eglantine with a golden sheen; throat washed faintly with yellowish-buff. Lower petals broad stripe of cochineal-carmine, and a few delicate pencilings of the same color. *Each, 20c; dozen, \$2.00.*

ROSE ASH

New—This variety is also known by the name of Ashes of Roses. A new color in Gladioli. This variety attracts the immediate attention of all who see it. It is a very tall grower and the long spike well filled with large pastel blooms is a marvel of great beauty. *Price, each, 50c; dozen, \$5.00.*

**THE DRIVE THROUGH OUR GARDENS**

Gladioli and Dahlias—Picnic Grove in background—Visitors
always welcome

SWEETHEART

This is an exceptionally beautiful variety. The color is a light cream, with golden yellow shading on lower petals, overlaid with faint rose feathering well down in the throat. Although it is a primulanus hybrid it is large

and has several flowers open at a time. *Each, 35c; dozen, \$3.50.*

THOMAS T. KENT

Rose-pink with ruby running through the center of each petal. *Each, 50c; dozen, \$5.00.*

DAHLIAS

During recent years the Dahlia has rapidly grown in favor with its many new and improved forms and shades.

For hedges and in groups they cannot be beat. They also make a fine back ground for other plants.

17 NEW AND SUPERB DECORATIVE DAHLIAS**ARCTIC**

A new, pure white decorative type—immense size—commonly eight or ten inches in diameter—without disbudding or special care. *Each, \$1.50.*

BREAK O' DAY

A new giant flowered dahlia that should be in every collection. Its immense size is relieved by a beautiful formation and its soft color; a delicate clear, sulphur yellow, tinting to sulphur white at the tips. The petals are of great substance, illuminated by a satiny sheen, giving the flowers a satiny appearance. A strong vigorous grower and free bloomer with long erect stems. An acquisition. *Each, 50c; dozen, \$5.00.*

DARLENE

One of J. K. Alexander's latest creations and highly recom-

mended by that noted grower. In color it is an exquisite shade of shell pink with a dainty blending of white at the center. Unquestionably one of the best peony flowering varieties to date. *Each, 50c; dozen, \$5.00.*

ISABEL STREET

A grand new variety, that has attracted the greatest attention of visitors at our farms and whenever exhibited. The flowers are large, extremely full to the center, while the outer petals reflex to the stem. Color at base bright yellow, shading to bright rose red, with white tips; reflex pale pink. The flowers are of heavy texture and borne facing on long cane stiff stems. The plant is strong, vigorous, of upright branching habit, 5 to 6 feet high, producing the big, long stem bloomers freely and continuously. A wonderful exhibi-

tion and commercial variety that should be in every collection. An acquisition to every garden. *Each*, \$2.50.

JANE SELBY

A new California dahlia, on very long stems of a pleasing mauve pink; very large bloom of great depth. *Price, each*, \$1.00.

L. KRAMER PEACOCK

The ideal white decorative for garden or cutting. The flowers are large, of perfect form, pure white and of great substance, keeping a long time after being cut. The plant is a strong vigorous grower of dwarf branching habit, a quick free grower and profuse bloomer. *Each, 50c; dozen, \$5.00.*

MINA BURGLE

One of the best, rich cardinal red; of fine form and produced freely on long stiff stems. Plant is a strong vigorous, upright grower and profuse bloomer. *Each, 50c; dozen, \$5.00.*

MRS. F. F. SCHOCK

Large, regular, perfect form; inner petals cupped, outer flat and reflexed in most approved manner. Color picric yellow at base of petals, blending to almost pomegranite purple at the tips. The plant is strong, vigorous and an early, free and continuous bloomer on long stiff stems. *Each, \$1.00.*

MRS. C. B. GITHENS

A distinctly light and airily formed flower that coupled with its chaste coloring appeals. Color; rose pink, tipped white; petals long, pointed, reflexed and

slightly whorled, giving it a most artistically distinct formation and effect. Plant is a sturdy grower of branching habit, with flowers held erect on cane stiff stems. An acquisition as a cut flower and for the garden. *Each, \$4.00.*

MRS. J. HARRISON DICK

One of the most valuable new varieties of recent production. Color—citron yellow at center, outer petals suffused and overlaid salmon pink; a lovely and effective combination, especially under artificial light. The plant is a wonderful grower, of medium height and branching habit, producing perfect flowers in greatest profusion on long, stiff stems. The flowers are medium to large, 5 to 7 inches in diameter and are held facing on the cane stiff stems. Valuable for exhibition, cutting and the garden. *Each \$1.00.*

MRS. GEORGE STUMPP

(Alexander). A very large flower of an exquisite blending of amber and buff. Stems very long and as stiff as cane. One of the favorite autumn shades. *Each, \$2.00.*

MRS. WM. J. ROWE

(Slocombe). A gigantic flower of perfect formation, one of the favorite autumn blendings now so popular. Lemon-yellow blending to apricot yellow, with occasional shadings of salmon on the outer petals. An exceptionally fine variety for garden or exhibition purposes. *Each, \$2.00.*

NOIR ALVAREZ

(Nonin). An exceptionally fine variety of large size, which is

always a continuous and abundant bloomer. In color, it is a very rich deep velvety oxblood red, the best of its color to date. The plants grow tall, making a vigorous growth and producing their flowers well above the foliage. Highly recommended for cut-flower, garden, or exhibition purposes. *Each, \$2.00*

PATRICK O'MARA

This sensational new decorative variety was awarded a Gold Medal by the American Dahlia Society as the best Autumn shade variety in existence. The color is an unusually soft and pleasing shade of orange-buff, slightly tinged with Neyron rose. It is very large, 7 to 9 inches in diameter and borne on long, strong, erect stems. *Each, \$1.00.*

PRIDE OF CALIFORNIA

(Lohrmann). The finest of the dark crimson Decorative Dahlias for all purposes. An exception-

ally large flower making it the best possible for exhibition. It produces its gigantic flowers on long stiff stems and very abundantly, making it an ideal garden and cut-flower variety. In warm climates it does very well, and can always be depended upon. The plant is a tall vigorous grower, and produces its flowers on stems as stiff as cane. *Each, \$1.00.*

ROSE GEM

One of the most attractive delicate pink decorative Dahlias in existence. *Each, \$1.00; dozen, \$10.00.*

SARAH HARLEY

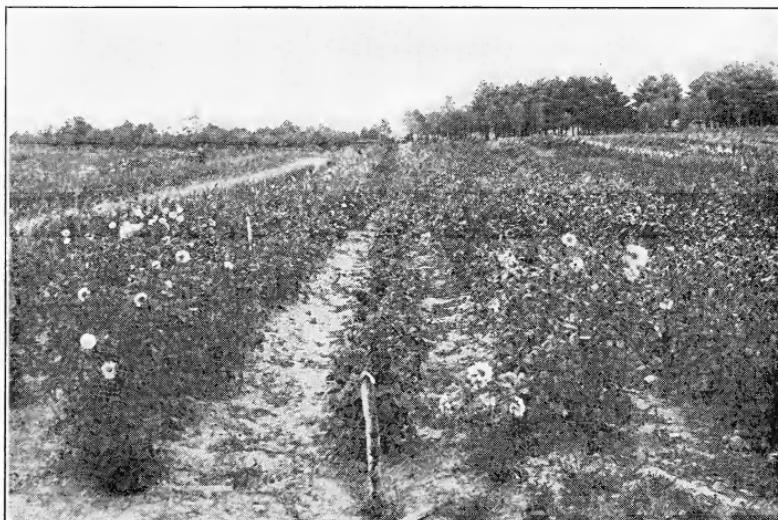
Decorative. A superb, new variety that has made a place for itself in the cut flower market. Color-rose pink tipped white. Flowers large and held erect on long cane stiff stems. *Each, \$2.00.*

Prizes Awarded at Boston to Ford Gardens

At the Massachusetts Horticultural Society, Boston, Mass., 1923, we won first prize for the best twelve spikes pink gladioli. First for best twelve spikes yellow and second prize for the best twelve spikes crimson.

SELECT DECORATIVE DAHLIAS

Selected from the best standard varieties. All are good bloomers and will give the greatest satisfaction.



A FIELD OF DECORATIVE DAHLIAS

BRADFORD

(Murphy). A giant scarlet-red Decorative that is very desirable for exhibition purposes. Good bloomer and good stems. *Each*, \$1.00.

DELICE

(Charmet). The brightest pink Decorative Dahlia in existence, and one of the very best florist's dahlias. Its flowers are of good size and produced on very long stems well above the foliage. In color, a charming bright rose-

pink, suffused with lavender-pink. *Each*, 50c; *dozen*, \$5.00

FIREBURST

(Johnson). A giant orange-red, which blooms very abundantly. Deep well built flowers that are exceptionally good for exhibition purposes. *Each*, \$1.00.

FRANK A. WALKER

One of the best cut flower varieties. A charming shade of lavender pink. *Each*, 35c; *dozen*, \$3.50.

GOLDEN WEST

Very large pure yellow. A fine cut flower with long stems. *Each*, 50c; *dozen*, \$5.00.

HORTULANUS WITTE

Very large, pure white, with good stems. One of the best. *Each*, 35c; *dozen*, \$3.50

JACK ROSE

The best crimson for garden or cutting; that brilliant crimson red that made the "Jack" rose popular and suggested the name. *Each*, 25c; *dozen*, \$2.50

LYNDHURST

Brightest vermillion; the best bright red for cutting. An early, free and continuous bloomer on long, straight stems. *Each*, 25c; *dozen*, \$2.50.

LE GRAND MANITOU

(Charmet). White artistically striped, splashed and blotched a rich violet-purple. The plants occasionally produce solid purple colored flowers, which are very fine. A very broad massive flower of great depth, making it desirable for exhibition or garden purposes. *Each*, 50c; *dozen*, \$5.00.

MINNIE McCULLOUGH

One of the most indispensable decorative varieties. It is entirely distinct, in a class by itself, on account of the combination of Autumn shades—the gold and red of Autumn leaves. The flowers must be seen to be fully appreciated. Especially effective under artificial light. Selected stock. *Each*, 25c; *dozen*, \$2.50.

MADY SAVIGNON

(Stredwick). A large deep golden yellow. Flowers produced

continuously, well above the foliage. Very fine. *Each*, \$1.00

MADONNA

Without doubt this is the best all-round variety for home garden or cut flowers. In color beautiful white, very slightly tinted with a most delicate shade of lavender pink. *Each*, 50c; *dozen*, \$5.00.

PRINCESS JULIANA

Pure white flowers of special merit, one of the best whites for exhibition or as a cut flower. *Each*, 35c; *dozen*, \$3.50.

PURPLE MANITOU

(Charmet). Identical in shape and size to "Le Grand Manitou." In color, a beautiful rich deep purple. Large flowers, on long stiff stems. Plants are dwarf growers. By far the best reasonably priced purple Decorative. *Each*, 50c; *dozen*, \$5.00.

QUEEN MARY

The flowers are a beautiful rosy pink with broad petals of splendid texture. Keeps well after being cut. *Each*, 35c; *dozen*, \$3.50.

SYLVIA

Deep pink, tinting to light at the center. Petals are of great substance, illuminated by a satiny sheen, giving the flowers a waxy appearance. A strong vigorous grower and free bloomers with long, erect stems. An acquisition. *Each*, 25c; *dozen*, \$2.50.

SOUVENIR DE GUSTAVE DOZON

The largest dahlia in existence; the color is orange red; flower is full to the center; they are often

ten inches in diameter; they have very long stems. *Price, each, 25c; dozen, \$2.50.*

WILHELM MILLER

Very brilliant purple. This is a fine variety of the Decorative type. *Each, 25c; dozen, \$2.50.*

NEW AND RARE CACTUS DAHLIAS



A FIELD OF CACTUS DAHLIAS

BETTY AUSTIN

A lovely variety that is in a class by itself. Color yellow at base of petal, blending to rosy carmine and rose, yellow at tips; reflex rose. A combination at once pleasing and effective. The flowers are of good size and splendid form, borne erect to facing on long stiff, slender

stems, well above the foliage. An early, free and continuous bloomer. The plant is dwarf, 3 to 4 ft. high, of branching habit. A wonderful commercial cut flower and an ideal garden plant. It is entirely distinct and will find its way into every collection. *Each \$4.00.*

BIANCA

New, of large size and fine form. A vigorous grower; color beautiful rose lilac with flowers on strong erect stems; white shadings. *Each, \$1.00; dozen, \$10.00.*

ELSA BONNELL

Rich deep velvety carmine. Deep well built flowers produced on long wiry stems. Flowers of large size and produced with great freedom. Almost as abundant as the well known "Countess of Lonsdale." Long stiff stems, holding flowers upright, making it very desirable. Recommended. *Each, \$2.00.*

CLAIRE KULP

19-71. Hybrid Cactus. A cross of Kalif and Mrs. C. H. Breck. An entirely distinct acquisition having the size of Kalif on a rigid, upright, but slender stem. Color rich cardinal red shaded garnet, yellow at base and at tip of petals. Plant is strong, vigorous, 5 to 6 feet high and a free and continuous bloomer. The first flowers are solid red, midseason like above and late, for it blooms until frost, show more yellow at base and tip of petal. *Each, \$2.00.*

FRANCES WHITE

A splendid new white cactus of exceptional form, with long, narrow incurved and twisted petals. Large size, 5 to 7 inches across, borne on long graceful stems. Color, pure white, shading to sulphur at center. An early and extremely profuse bloomer. One of the best for garden and exhibition. *Each, 35c; dozen, \$3.50.*

F. W. FELLOWS

Flowers of immense size. Com-

posed of numerous long, narrow, incurved petals of a lively orange scarlet. This is one of the largest and finest Autumn shade varieties. Should be in every collection. *Each, 50c; dozen, \$5.00.*

GEORGE WALTER

One of the largest dahlias ever introduced. Very free flowering. A pleasing shade of salmon pink shading to yellow at base. *Each, \$1.00.*

GOLDEN WEST

An American cactus of great merit because of its size, coloring, stem and keeping qualities when cut; the color is uncommon, a striking shade of old gold. *Price, each, 50c.*

KALIF

This is a giant flowering variety. A truly majestic flower, frequently 8 or 9 inches in diameter of perfect cactus form. The color is pure scarlet. *Each, 75c; dozen, \$7.50.*

MARY DORR

Cactus. Deep amaranth pink, with white tips and center. The flowers are large, with long narrow, pointed, incurved petals. Splendid bloomer on fine stems. Exhibition, cut flower and garden variety. This is a great improvement on Marg. Bouchon, which variety it will supersede. *Each, \$2.00.*

MRS. WARNAAR

One of the best of the Holland productions. Of mammoth size, fine form and substance. Color, creamy white with apple blossom suffusion. An acquisition. *Each, \$1.00.*

MRS. S. L. AUSTIN

A ground hybrid cactus, of largest size, long stiff stems and purest white color. A cross of Perle de Lyon and L. Kramer Peacock that will become the standard of its class. Plant strong, vigorous and a profuse bloomer. *Each, \$2.00.*

MRS. LEO NIESSEN

One of the very best commercial cut flowers. Color, yellow at base, suffused and heavily tipped a rich bronzy red. It is one of our very best cut-flower sellers and a wonderful garden plant. As we have a fine stock we can offer them at *Each \$1.00.*

OLIVE NYCE CACTUS

A splendid new cactus of large size and splendid form with long pointed, slightly incurved petals. Color yellow at center, shading to golden salmon, with a pink suffusion. The plant is a strong vigorous grower, with long stiff stem. Exhibition, cut flower and garden variety. *Each, \$4.00.*

RUBE GIRL

A remarkable bronzy or "autumn shade" variety that has forged to the front as a garden plant, and is especially valuable as a commercial cut flower. Color soft yellow, suffused, overlaid and tipped coral red, giving the flower a bronzy effect, that lights up wonderfully under artificial light. The plant is semi-dwarf (4 feet), of branching habit, and an early and extremely free bloomer, producing the always perfect flowers facing on long, slender stiff stems. *Each, \$1.00.*

SOPHY MOREY

Cactus. Beautiful and effective. Color white, lightly overlaid phlox purple; outer petals lighter. Flowers large, splendid form, with long, pointed incurved petals and held erect on stiff stems. Plant, strong, branching and an early and continuous bloomer. *Each, \$2.00.*

TOM LUNDY

(Hybrid). An immense flower of deep crimson. Late in the season it assumes the peony form. *Each, \$1.50.*

FIRST PRIZE COLLECTION OF DAHLIAS

Break of Day	\$.50
Mina Burgle	.50
F. W. Fellows	.50
Rube Girl	1.00
George Walters	1.00
Kalif	.75
Bianca	1.00
Mrs. C. H. Breck	.50

Patrick O'Mara	1.00
Geisha	1.00
Latona	1.00
Attraction	.75
	—
	\$9.50

This Collection, twelve varieties prepaid for \$7.75

ATTRACTION

One of the best dahlia is the Attraction hybrid cactus. It is large and beautiful. The color is like that of rose, and the blossoms are on long stems, fine for cutting. *Price, each, \$1.00.*

ADVANCE

Bright firey scarlet, slight blending of yellow at base of petals. A large flower. The largest and best at this price on the market. *Each, 50c; dozen, \$2.50.*

COUNTESS OF LONSDALE

A delightful blending of salmon pink and amber. Difficult to describe, but peculiarly attractive. For quantity of bloom it is in a class by itself. *Each, 35c; dozen, \$3.50.*

EFFECTIVE

Primrose, shade amber; small size on long slender, stiff stems. Very profuse bloomer. *Each, 25c; dozen, \$2.50.*

J. H. JACKSON

One of the most satisfactory all-round cactus variety grown. Color almost black, shading to velvety maroon. Gigantic in size. *Each, 35c; dozen, \$3.50.*

LAWINE

A magnificent flower on long stems. A large white, lightly suffused pink. A strong vigorous grower, early and profuse bloomer. One of the best for commercial cut flowers and for the garden. *Each, 25c; dozen, \$2.50.*

LIBELLE

Another grand variety of medium size, a profuse bloomer. Color a beautiful aster purple; very effective. *Each, 25c; dozen, \$2.50.*

MARJORIE CASTLETON

Incurred narrow petals of a pleasing shade of rose-pink with tips and centre of a creamy white. *Each, 25c; dozen, \$2.50.*

MME. HENRI CAYEUX

A fine exhibition variety, large size, flowers with long narrow florets, forming a bloom of magnificent form. Color a rich pink daintily tipped with white. *Each, 50c; dozen, \$5.00.*

MRS. C. H. BRECK

This fine and beautiful flower is a soft yellow, suffused with carmine in color. *Each, 50c; dozen, \$2.50.*

QUEEN OF HEARTS

A beautiful pure white with yellow at base of petals, making it a most lovely and effective flower. *Each, 25c; dozen, \$2.50.*

NIBELUNGENHORT

This is always greatly admired, with flowers from 7 to 8 inches across, composed of rather broad, more or less curled and twisted petals of a beautiful shade of old rose with golden-apricot suffusion. *Each, 75c; dozen, \$7.50.*

PIERROT

This is a unique and striking novelty of a very large size. The color is a deep amber tipped with pure white. *Price, each, 50c; dozen, \$5.00.*

RENE CAYEUX

This is an exceptionally free-flowering variety. The flower is of good size and is a beautiful ruby crimson. They are held on long stems. Excellent for cut flowers for bouquet of solid color. *Price, each, 25c; dozen, \$2.50.*

SUCCESS

One of the best for garden or exhibition. Clear yellow with long pointed petals; an early, free and continuous bloomer on long stems. *Each, 25c; dozen, \$2.50.*

W. B. CHILDS

Beautiful purple maroon in color, a very reliable variety. *Each, 25c; dozen, \$2.50.*

YELLOW KING

One of the largest of all cactus dahlias, being of gigantic size and of the finest new cactus. Color light yellow, tinting to a cream at the tips, giving it a most pleasing effect. The immense flowers are borne on long stiff, but slender stems. The plant is a strong and sturdy grower and a free and continuous bloomer under all conditions, making it one of the most reliable for all purposes. Should be in every collection. *Each, 50c; dozen, \$5.00.*

SUPERB SHOW DAHLIAS**MAUDE ADAMS**

One of the most reliable show dahlias grown. Its color is pure snowy white, very effectively overlaid clear delicate pink. Everyone that enters our garden admires this variety. *Each, 35c; dozen, \$3.50.*

MISS HELEN HOLLIS

(Alexander). Gigantic Scarlet Show Dahlia. A sensational

wonder and undoubtedly the largest and best deep scarlet Show Dahlia in existence. Blossoms are on long, stiff stems, well above the foliage. Plant extremely sturdy and produces very luxuriant foliage. This acquisition can be highly recommended. *Each, 50c; dozen, \$5.00.*

ROSE

The most beautiful shade of

rose of any dahlia in existence. Flowers carried erect on extra long stems. *Each*, 50c; *dozen*, \$5.00.

STORM KING

Considered by growers as the most reliable pure white show dahlia to date. *Each*, 25c; *dozen*, \$2.50.

STRADELLA

Beautiful deep purple-crimson. Exceptionally free-flowering. Stems long and wiry. One of the finest to date. *Each*, 25c; *dozen*, \$2.50.

VIVIAN

A great favorite which received the admiration of everyone who saw its wonderful flowers, the color being white, effectively edged rose-violet. An extremely wonderful blending of color possessed only by the rare novel-

ties. One of our champions and a variety worthy of the highest words of praise. *Each*, 25c; *dozen*, \$2.50.

W. W. RAWSON

(Johnson). The popularity which this novelty has acquired speaks for itself for the superior quality of this flower. The petals toward the center are quilled similar to the "Grand Duke Alexis"; toward the outer part they are more open and flat. The color is pure white overlaid with amethyst-blue. This wonderful combination gives it the appearance of delicate lavender. The flowers measure from 7 to 9 inches in diameter. *Each*, 50c; *dozen*, \$5.00

WHITE SWAN

Pure white, the standard commercial, white Ball Dahlia. A strong grower and free bloomer. *Each*, 25c; *dozen*, \$2.50.

PAEONY FLOWERED DAHLIAS

MRS. BOWEN TUFTS

One of J. K. Alexander's seedlings of great merit. Large in size, beautiful rose purple in color. A vigorous grower. Very erect and an excellent bloomer. *Each*, 50c; *dozen*, \$5.00.

CAECILIA

A Holland variety of gigantic size and quality. Creamy white in color. *Each*, 35c; *dozen*, \$3.50.

GEISHA

The most striking color combination, golden yellow, changing to bright scarlet at the center of petal and back to gold at the tip. Giant flowers on long wiry stems. *Each*, \$1.00.

LATONA

A very exquisite variety. Flowers very freely on long stiff stems. An unusual blending of orange, buff and yellow. *Each*, \$1.00; *dozen*, \$10.00.

PRESIDENT HARDING

(Alexander). A large abundant flowering soft yellow. *Each*, \$1.00.

PRISCILLA

The most beautiful of all White Peony Dahlias. The flowers are snow white, and most beautifully formed, the snow white contrasting with the rich yellow center. The large flowers are produced profusely and held

erect on long slender but cane stiff stems. Especially fine for all floral work, bouquets and the garden. *Each, \$1.00.*

ROSALIA STYLES

Colossal Peony. The largest and best pink of this class. Beautiful form, immense size, stiff stems, strong vigorous sturdy plant, a free and continuous bloomer, while last but not least, a wonderful live lustrous color—bright tyrian pink tipped lighter; reflex pink. The plant is a strong, vigorous, sturdy grower, of medium height (5 feet) branching

and producing the giant flowers freely on long cane stiff stems. A superb cut flower variety on account of its clear color, good stems and remarkable shipping and keeping qualities. The early flowers are quite full to the center on first opening, giving good depth. On the exhibition table the 8 to 9 inch flowers are held erect without support by their own stems. The plant is simply perfect for the garden. Has attracted the greatest attention wherever seen and will be universally grown. *Each, \$3.00*

MIXED DAHLIAS

Our mixture contains some of the finest varieties grown, also several new seedlings. We are making a very low price on them considering the quality and number of varieties. **15c each; 10 for \$1.00 postpaid.**

HOME GARDEN COLLECTION OF DAHLIAS

Darlene	\$.50
Frank A. Walker	.35
Maud Adams	.35
Countess of Lonsdale	.35
J. H. Jackson	.50
Mme. Henri Cayeux	.25
W. B. Childs	.35
Jack Rose	.35
Queen Mary	.35
Vivian	.25
Storm King	.25
Rose	.50
	—
	\$4.35

This Collection twelve varieties prepaid for \$3.25

SIX SELECT CANNAS

Price 25c each, \$2.50 Doz.

RICHARD WALLACE

An old reliable favorite yellow-green, foliage, four feet.

SUPASSE REVERCHON

A beautiful cochineal red with bronze foliage, 4 1-2 feet.

THE GEM

The large cream dotted with carmine-green foliage, four and one-half feet.

THE PRESIDENT

A great canna—immense, bright

red flowers in fine clusters without a doubt the most sensational introduction of recent years. Green foliage, four feet.

WINTZERS COLOSSAL

(Orchid flowered) Flowers frequently—eight inches in diameter—bright scarlet, green foliage, five feet.

WYOMING

(Orchid flowered) Large orange flowers—effectively contrasting with upright, rich bronze foliage—six feet.

PANSIES

Our Pansies are far superior to the common large flowered or bedding strains. The flowers are much larger in size and of heavier texture. Grown under most favorable conditions will bloom from early spring to late fall. We picked flowers last year from the first of April until late November from the same plants. What is more beautiful than a pansy bed in early spring or late fall when there are no other flowers in bloom! We specialize in pansies, our plants are in a class by themselves.

MIRACLE MIXED

A super mixture contained all the finest types of all our strains, and including ruffled flowers and many of our new sunburst pansies, smoky rims, henna shades,

with fine long stems; in fact, an up-to-the minute strain that will delight the pansy fan who is looking for something BETTER in the pansy world.

MLLE. ISABELLE

A novelty. A ruffled bronze, a few are yellow. Huge in size and a sensation in the pansy world.

MLLE. IRENE

New. A shade never before known to pansies. A henna red, and in every other respect a grand flower with a long, strong stem.

STRIATA

A novelty, of great size and varied types, mostly dark and rose pink shades, mottled and beautifully striped in true sunburst fashion.

IMPROVED ORCHIDEA

A mixture of unique sorts, ranging in color from creamy white to shell pink, and of the most delicate orchid shades. A beautiful variety.

BRONZE MASTODON

Very large. All the different shades from burnished brass to gold; wonderfully tinged with nearly every color known to pansies.

WHITE MASTODON

(Dark Center)—The largest pansies we have ever seen.

GRAND DUKE MICHEL

(Improved *Candidissima*)—The

finest and largest all-white pansy in the world.

MADAME PERRETT

A beautiful and distinct type with edges of petals frilled—bordered white; colors dark wine, pink and red.

BLACK MASTODON

Nearly all jet black; a few very dark purple and all velvety in substance and of immense size.

MADAME STEELE

Elks' purple; immense blooms; a perfect self.

PRINCE HENRY

A splendid dark blue of great size.

ADONIS

New; of huge size; light blue, baby blue and lavender shades.

PANAMA PACIFIC

A huge deep yellow; some with dark centers, some without. All the above 14 varieties 50c *per basket*; 75c *per dozen*; \$6.00 *per 100*; 25 at 100 rates.

SPECIAL MIXED

This mixture contains some of the finest pansies grown, including some imported varieties. 35c *per basket*; 60c *per dozen*; \$4.50 *per 100*; 25 at 100 rates.

PANSY SEEDS

Mixed varieties 25c, packet 1,000 seeds 50c; 1-8 oz. \$1.00

PHLOX

There is no class of perennials which give more satisfaction in borders or planting in groups. In color they range from pure white to the richest crimson and purple and from soft rose and salmon to bright coral red. All having a delicate fragrance. Its long season of bloom from July to September, make it most desirable as a hedge or border plant, filling in the space after other perennials have ceased to bloom. We list 10 varieties of proven merit. 25c each; \$2.50 per dozen, mixed or in separate colors.

COQUETTE

White, light pink eye.

GENL. VON HEUTZ

Large, red, light eye.

FRAULEIN VON LOSSBURG

Best pure white.

ISABEY

Large salmon pink.

MISS LINGARD

The early white.

JEANNE d'ARC

A good late flowering pure white.

MRS. CHAS. DOOR

Very fine lavender.

MAD. MURRET

Bright crimson.

RYNSTROM

Best light pink.

RICHARD WALLACE

White large crimson eye.

PEONIES

Few flowers have become more popular in recent years than the peonies. Below we list 10 of the most popular medium price standard varieties. 75c each.

DELICATISSIMA

Medium to large rather flat flowers of soft ink changing to nearly white. Early.

FELIX CROUSSE

Extra large blooms; quite fragrant. One of the most brilliant red varieties. Strong, vigorous plants.

FESTIVA MAXIMA

This is probably the best of the low priced varieties. It produces extremely large white flowers, flecked with crimson in the center. The plant makes a tall, strong growth, and produces its blooms early in the season. Some of the most recently introduced varieties, which sell for \$50 or more, are in no way superior to this sort.

LADY BRAMWELL

Pale lilac-rose, the center petals creamy white at the tips, and sometimes flecked with crimson. Grows vigorously and blooms freely. Early mid-season.

LOUIS VAN HOUTTE

Brilliant velvety cerise-red.

MADAME DE VERNEVILLE

Large full bloom; guard petals pure white, center blush fading to white, prominent carmine flecks. Extra early.

MODESTE GUERIN

Large globular blossoms of a bright solferino pink, very vigorous and extra good as a cut flower. Midseason.

MONS. JULES ELIE

An extra fine early sort of medium fragrance. The blooms are pale lilac-rose, shading to rich amber at the base. The plants made a strong growth, and are generally of medium size. One of the most popular varieties.

RICHARDSON'S PERFECTION

Large flowers; light flesh, white center.

RUBRA SUPERBA

Deep crimson blossoms, large and compact. The best very late crimson variety.

HARDY HERBACEOUS PERENNIALS

We list below a few of the most hardy:

CAMPANULA MEDIA

(Canterbury Bells). Bell-shaped flowers, dark blue, light blue, white and rose. Biennial. 2 to 3 feet. July and August. In separate colors, white, pink, lavender, or mixed, *Each, 25c; dozen, \$2.50.*

COREOPSIS

Grandiflora. An improved variety with large, bright yellow flowers; one of the best hardy

plants. Fine for cut flowers. *Each, 25c; dozen, \$2.50.*

DIGITALIS

Foxglove. These old garden favorites are stately and elegant in summer when they produce bold masses of leaves and flower-spikes. White or Rose. *Each, 25c; dozen, \$2.50.*

DIANTHUS HEDDEWIGII

Japan Pink. Flowers are very

large and of the most brilliant colors, varying from pure white to the richest crimson, while many are beautifully laced or striped. For bedding purposes they are of immense value during the entire summer, and they also furnish elegant flowers for bouquets. Mixed colors. *Each, 15c; dozen, \$1.50.*

DELPHINIUM

Belladonna. They are our best blue cut flower, are perfectly hardy and established plants produce a number of spikes giving three crops during the season. *Each, 25c; dozen, \$2.50.*

HIBISCUS

Mallow Marvels. A robust type, with deeply cut foliage, and large flowers in shades of crimson, pink and white. *Each, 35c; dozen, \$3.50.*

HOLLYHOCKS

Double. Crimson, yellow, white, Mammoth Fringed. Extra large, finelycurled and fringed flowers in mixed colors. *Each, 25c; dozen, \$2.50.*

IBERIS (Hardy Candytuft)

Sempervirens. Deep green evergreen foliage, completely hidden in April and May with heads of white flowers. 10 inches. *Each, 15c; dozen, \$1.50.*

PAPAVER ORIENTALE (Oriental Poppy).

GOLIATH

Enormous scarlet flowers on strong, erect stems. Nothing you can grow in the garden will furnish so gorgeous and brilliant a spot of vivid color. *Each, 25c; dozen, \$2.50. Small plants, each 15c; dozen, \$1.50.*

NUDICAULE

Iceland Poppy. A beautiful class of hardy poppies, bearing cup-shaped flowers, ranging in color from pure white, yellow and orange-scarlet. Borne on long stems. 1 foot. May-August. *Each, 25c; dozen, \$2.50; Small plants, each 15c; dozen, \$1.50.*

PINKS (Hardy Garden)

Without the spicy fragrance of the hardy Pinks a garden is incomplete. Their perfect form and rich coloring make them great favorites for summer bouquets. June. Strong field plants. Large clumps. *Each, 25c; dozen, \$2.50.*

PLATYCODON (Balloon Flower)

Blooms constantly in July until late in September: flowers large, bell-shaped. Of extremely rapid growth, doing well in any soil. Perfectly hardy, making a dense branching bush 2 to 3 feet. *Each 25c; dozen, \$2.50.*

SWEET WILLIAM

These are excellent for border plants and should be in every garden. Scarlet Beauty, Newport Pink, White Beauty and mixed; large clumps. *Each, 25c; dozen, \$2.50. Plants, each, 15c; dozen, \$1.50.*

TRITOMA (Red Hot Poker)

PFITZERI

An improved type of most perfect form, and showing a marked predominance of scarlet, the opened flower petals merely being rimmed with orange. *Each, 25c; dozen, \$2.50.*

FLOWER AND VEGETABLE PLANTS

Our plants are hot bed and cold frame grown. This method produces a much hardier and healthier plant. Ready from May 10th to June 10th in 2 1-2 inch pots, 50c dozen unless otherwise stated.

ASTER PLANTS

Queen of the markets and Late Branching in all colors, separate or mixed.

ASTER PLANTS

Heart of France. The best pure red.

ASTER PLANTS

Vick's King, lavender pink.

CALENDULA PLANTS

Lemon Queen, Orange King.

CARNATION PLANTS

Marguerites, mixed colors.

CELOSEA PLANTS

(Cock's Comb) Mixed colors.

CABBAGE PLANTS

Early Jersey, Wakefield and Henderson's Succession.

MARIGOLD PLANTS

Tall African, Lemon and Orange Ball.

FIELD GROWN SEEDLINGS

Our field grown plants are not transplanted but are almost as good for late crops and flowers. We can furnish all the above varieties excepting tomato, pepper and salvia plants. Ready about June 15th, 20c per doz., \$1.50 per 100.

We Furnish Seed of all Annual and Hardy Plants Listed in This Catalog, Large Packets 10c

VARIETIES NOT LISTED

Should you need any kind or variety of plants or bulbs not listed we can probably get them for you or may have

PHLOX PLANTS

Drummondii, mixed colors.

TOMATO PLANTS

Earliana, Stone, Matchless, John Baer, Bonny Best, Golden Queen, Yellow Pear and Burbank's New Early.

CAULIFLOWER PLANTS

Early Snowball.

VERBENA

White, Scarlet, Pink, Purple and mixed colors.

ZINNA

(Dahlia Flowered) white, scarlet, canary yellow, pink, salmon and mixed.

SALVIA PLANTS

In 3-inch pots. dozen, 75c.

PEPPER PLANTS

Early Neapolitan and Chinese Giant.

them in stock. We have a number of varieties that we have not accumulated sufficient amount of stock to catalogue and would be pleased to quote prices.

STRAWBERRIES

We list two which from our experience prove to be the best all-round varieties. Roots, doz. 35c; 25, 50c; 100, \$1.50; 1,000, \$10.00.

DR. BURRILL

A variety that is growing very popular, resembling Senator Dunlap in appearance. The berries are large and beautifully formed. The surface of the berry is a deep glossy red, the meat is solid and rich. As a canner it surpasses Warfield. The berries are excellent shippers and good keepers. An ideal berry for either home use or for the market.

GIBSON

(Perfect) Mid-season. One that

may be depended upon to produce a large crop of fruit every season. The plants are splendid growers, on any soil that will grow strawberries, and without any sign of disease. The fruit is large, conical, uniform shape, dark red and fair quality, for long distance shipments. Large-ly planted by commercial growers for the reason of its vigor and extreme productiveness. Does well in any section of the country. A strong pollenizer, and a good one to plant with imperfect blooming varieties.

RASPBERRIES

Coming immediately after strawberries, when there is a dearth of other fresh fruit, raspberries are much sought after for planting in the garden and also in the field for market. They are easily cultivated and beds seldom require renewing. Their season of ripening is long and fruit always in demand. Plant in good soil and manure freely from time

to time. Plant four feet apart each way. Cut out the old shoots each spring. Roots, each 10c; 10, 60c; 25, \$1.00; 100, \$3.50.

CUTHBERT (Red)

The best red raspberry. Heavy yielder of large solid fruit. Plant is a very vigorous grower. Fine for market and table use.

PLUM FARMER (Black)

The largest of all black raspberries. Quality of fruit unsurpassed. Good for both home and market.

BLACKBERRY PLANTS

BLOWER—A mid-summer variety fruit, very large and of superb quality enormously productive and very hardy long fruiting season. 15c each; 75c doz.; \$3.50 per 100.

RHUBARB PLANTS

MYATT'S EARLY—Productive, large and tender. Requires less sugar than other sorts. 15c each; \$1.00 dozen.

HOW TO ORDER

Please sign your name and address in full on every letter or order. Remit at our risk, money order, draft or check. Use registered letter if you send cash or stamps.

FORD GARDENS,

415 Central St.

East Bridgewater, Mass.

Clipping from the Boston Sunday Herald

FORD GARDENS OFFER VARIETY OF BLOOMS

Visitors Always Welcome at Flower Spot of Bridgewater

The Ford Gardens at 415 Central street, East Bridgewater, are rising into prominence. There are grown not only the usual gladioli, dahlias and hardy plants, but a complete line of annual flower and vegetable plants. A mass of blooms from early spring till late fall, they are a spot much admired by all who are acquainted.

First come the very choicest of narcissus, tulips, daffodils and pansies, followed by calendulas, verbena, zinnias and a full line of the popular perennials and annuals. Each day through the season brings forth new flowers of every shade and form.

Visitors are always welcome at the gardens, where may be seen rows of sweet peas, asters, marigolds, canterbury bells, phlox, gladioli and dahlias, in fact, all the favorites, both old and new, in the latest shades and colors, besides all kinds of berries and vegetables. Also, at the rear and overlooking the gardens, is a beautiful pine grove where picnic parties may stop.

Mr. Ford has an added attraction in the form of new varieties of both dahlias and gladioli yet to be named.



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THE NAMASKETT PRESS, INCORPORATED
MIDDLEBORO, MASS.

PRINTED IN THE U. S. A.
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